

Message Text

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64

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/077 W

----- 031446

P R 161704Z SEP 74

FM AMEMBASSY LONDON

TO AMEMBASSY PARIS PRIORITY

SECSTATE WASHDC PRIORITY 3929

INFO AMCONSUL BELFAST

AMCONSUL EDINBURGH

AMCONSUL LIVERPOOL

UNCLAS ECTION 1 OF 2 LONDON 11974

PARIS - FOR COMAFF AND PARIS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: WOMEN'S READY TO WEAR TRADE FAIR, PARIS

REF: STATE 176916; USDOC 13766

1. BELFAST AND LONDON HAVE PROMOTED DEPARTMENT OF
COMMERCE EXHIBIT AT PRET-A-PORTER FEMININ TRADE FAIR,
PARIS EXTENSIVELY. INTEREST IN U.S. FASHION INDUSTRY
IS CURRENTLY HIGH PARTLY BECAUSE MORE AND MORE BUYERS
FINDING PRICES U.S. FASHIONS COMPETITIVE.

2. LONDON HAS PREPARED LIST 30 FASHION BUYERS AND
THREE LEADING JOURNALS FOR DISTRIBUTION INFO MENTIONED
STATE REFTEL AND WOULD APPRECIATE RECEIVING SHOW
PROMOTION MATERIAL ASAP.

3. ALSO NEED BROCHURES ETC FOR SUPPORT CONGEN BELFAST'S
INITIATIVE IN GETTING MAJOR INTEREST THAT AREA.
ITEMS FOR BELFAST SHOULD BE SENT DIRECTLY TO THE CONGEN.
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4. JUST RECEIVED USDOC 13766 REQUESTED INFO LONDON IS:

MRS. PARSONS
'SOMETHING NEW'
FENWICK'S
NEW BOND STREET W1X 3BS

MR. J.B. FOSTER
JOHN LEWIS PARTNERSHIP LTD
10 CLIPSTONE STREET
LONDON W.1.

MR. C. G. EVANS
DIRECTOR OF FASHION MARKETING
DEBENHAMS
3 VERE STREET
LONDON W. 1.

MISS L. LOCKHART.
LEWIS'S LIMITED
40 DUKE STREET
LONDON W1A 2HP

MISS A. WILKINSON
LADIES SWIMWEAR
SELFRIDGES
400 OXFORD STREET
LONDON W. 1.

MR. W.S. LOUDON
DIVISIONAL MANAGER (FASHIONS)
HARRODS LIMITED
87/135 BROMPTON ROAD
LONDON SW1X 7XL

MR. JOHN M. HOESLI
FASHION BUYER
OWEN OWEN LIMITED
103 KINGSWAY
LONDON W.C. 2.

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FASHION CONTROLLER
AWUASCUTUM LIMITED
100 REGENT STREET
LONDON W1A 2AQ

FASHION BUYER
BOURNE & HOLLINGSWORTH LIMITED
116/128 OXFORD STREET

LONDON W1A 2BH

FASHION BUYER
LAURA ASHLEY
SLOANE STREET
LONDON SW1

REQUESTED INFO FROM BELFAST WILL FOLLOW ASAP.

5. POST ALSO SUGGESTS FOLLOWING MAJOR TRADE JOURNAL
REPRESENTATIVES BE SEND ANY SPECIAL PRE-SHOW PROMOTION
MATERIAL:

MR. EUGENE PATRICK DEMPSEY
TEXTILE MERCURY LIMITED
COBDEN STREET
Salford
MANCHESTER M6 6 PX

MRS. BEVERLEY MILLER
FASHION EDITOR
VOGUE U.K.
THE CONDE NASTE PUBLICATIONS LIMITED
VOGUE HOUSE
HANOVER SQUARE
LONDON W.1.

MR. FRANK ATHERDEN
TEXTILE TRADE PUBLICATIONS LTD

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INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/077 W
----- 031462

P R 161704Z SEP 74
FM AMEMBASSY LONDON
TO AMEMBASSY PARIS PRIORITY

SECSTATE WASHDC PRIORITY 3930
INFO AMCONSUL BELFAST
AMCONSUL EDINBURGH
AMCONSUL LIVERPOOL POUCH

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PARIS - FOR COMAFF AND PARIS TRADE CENTER

KNIGHTWAY HOUSE
20 SOHO SQUARE
LONDON W1C 6DT

6. ALTHOUGH NOT FITTING DESCRIPTION EXACTLY USDOC
REFTEL FOLLOWING POTENTIAL AGENTS AND BUYERS EXPRESSED
EXCEPTIONAL INTEREST IN ATTENDING U.S. PROMOTION
AT PARIS FAIR AND WE THEREFORE SUGGEST THEY ALSO GET
PROMOTIONAL MATERIAL:

MR. MORRIS SKLADER
DIRECTOR
TRIDENT TEXTILES LTD.
284 UXBRIDGE ROAD
LONDON W12 7JA

MR. J.G. ROWLERSON
DIRECTOR
MARY QUANT LIMITED
3 IVES STREET
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LONDON S.W. 3

MR. J.B. BICKLER
MANAGING DIRECTOR
BICKLER LIMITED
WINDSOR AVENUE
MERTN
LONDON SW 19 2SR

MR. ALAN CORSSLEY
DIRECTOR
MARK RUSSELL LIMITED
40 EASTCASTLE STREET
LONDON W1N 7PE

MR. D. GLOVER
CHAIRMAN
J.G. GLOVER & CO LTD
GLOUCESTER CESCENT

SOUTH WIGAN
LEICESTERSHIRE

MR. B. SEGAL
BERTROP AGENTS LTD
53 WOLMER GARDENS
EDGWARE
MIDDLESEX

ANNENBERG

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
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Draft Date: 16 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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EO Systematic Review
30 JUN 2005

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Review Transfer Date:
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Secure: OPEN
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TAGS: BEXP, UK
To: COM PARIS STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005